

Tobacco Prevention in Iowa: 37 Community Partnerships

IDPH
Division of Tobacco Use Prevention and Control
Division Director: Jerilyn Oshel
321 E. 12th Street
Des Moines, IA 50319
515-281-6225
<http://www.idph.state.ia.us/tobacco/>

Partnership name	FY15 contract amount	Counties served	Partnership name	FY15 contract amount	Counties served
Alcohol & Drug Dependency Services of SE IA (ADDS)	\$72,681	Des Moines, Lee, Louisa	Kossuth Regional Health Center	\$12,787	Kossuth
American Lung Association	\$376,271	Adair, Dallas, Jasper, Madison, Marshall, Polk, Union, Warren	Marion County Board of Health	\$28,501	Marion
Area Substance Abuse Council	\$193,628	Benton, Clinton, Jackson, Jones, Linn	Mills County Public Health	\$8,334	Mills
Butler County Public Health	\$10,008	Butler	New Opportunities	\$50,745	Audubon, Carroll, Greene, Guthrie, Sac
Cedar County Public Health	\$15,496	Cedar	Pathways Behavioral Services	\$109,035	Black Hawk, Buchanan, Grundy, Tama,
Cerro Gordo County Dept. of Public Health	\$36,166	Cerro Gordo	Prelude Behavioral Health (formerly MECCA)	\$11,468	Washington
Cherokee Regional Medical Center	\$9,805	Cherokee	Scott County Health Department	\$87,943	Scott
Chickasaw County Public Health and Home Care Services	\$18,995	Chickasaw, Floyd	SIEDA	\$67,207	Appanoose, Davis, Mahaska, Wapello
Community and Family Resources	\$13,732	Franklin, Pocahontas	Siouxland District Health Department	\$54,051	Woodbury
Community Health Partners	\$73,045	Lyon, Obrien, Osceola, Plymouth, Sioux	Substance Abuse Services for Clayton County	\$14,859	Clayton
Compass Pointe	\$41,670	Buena Vista, Clay, Dickinson	Tobacco Prevention Center	\$17,827	Jefferson, Keokuk
Decatur County Public Health & Home Care	\$41,670	Clarke, Decatur, Lucas, Monroe, Wayne	Trinity Muscatine - New Horizons	\$36,390	Muscatine
Free People from Tobacco	\$38,560	Fremont, Montgomery, Page, Taylor,	Van Buren County Hospital	\$8,334	Van Buren
Hancock County Public Health Services	\$9,325	Hancock	Waverly Health Center - Bremer County	\$12,857	Bremer
Health Promotion Strategies	\$109,664	Cass, Crawford, Harrison, Ida, Monona, Pottawattamie, Shelby	Webster County Health Department	\$86,219	Calhoun, Hamilton, Hardin, Humboldt, Webster, Wright
Helping Services for Northeast Iowa, Inc.	\$70,168	Allamakee, Delaware, Fayette, Howard,	Winnebago County Public Health	\$8,830	Winnebago
Henry County Agricultural Extension District	\$16,954	Henry	Worth County Public Health	\$8,334	Worth
Hillcrest Family Services	\$49,529	Dubuque	Youth and Shelter Services, Inc.	\$74,343	Boone, Story
Johnson County Public Health	\$99,622	Iowa, Johnson, Poweshiek			

Partnership Quick Facts:

Iowa's 37 community partnerships serve 94 of 99 counties: These 94 counties include 99% of Iowa's population.

(3,050,000 of 3,090,000 Iowans)

Fiscal year 2015 funding: \$2,276,698*

Annualized Funding per Iowa resident: \$0.79

Estimated adult smoking prevalence 2013:

19.5%

Estimated youth tobacco use prevalence 2012:

17%

IA Tobacco Related-Disease Burden

Cause of Death/Hospitalization	Age-Adjusted Rate per 100,000
Cancer deaths	173.1
Heart disease deaths	170.5
Stroke deaths	40.9
Chronic lower respiratory disease: deaths	47.9
Chronic lower respiratory disease: hospitalizations	175.2
Asthma hospitalizations	70.6



Population served is based on 2013 population estimates from the U.S. Census Bureau. Adult Prevalence estimates are self-reported rates of cigarette smoking in adults 18 and over and youth rates are self-reported rates in 11th grade students. Of this amount, \$381,267 was allocated to community partnerships through extensions to their FY 2014 contracts. As a result, this \$381,267 is not reflected in the FY 2015 contract amounts shown for each partnership. IA Dept. of Public Health, 2014

Iowa Tobacco Control Community Partnership

Activities and Success Stories

Partnership Activities:

- Working with physicians and other health providers to promote Quitline Iowa.
- Engaging youth in the community to develop and deliver prevention messaging to their peers.
- Educating community members about the harmful effects of tobacco usage.
- Educating school administrators and parents on the benefits of tobacco/nicotine-free school policies.
- Working with local housing authorities and multi-unit housing property owners/managers to transition to voluntary smoke-free housing policies.
- Educating local business owners on compliance with the Smokefree Air Act.
- Providing education and assistance to businesses looking to create tobacco-free workplaces and offer cessation services.

Community Partnerships serve as the definitive local resource for individuals, health care providers and community organizations that want to encourage cessation, reduce secondhand smoke exposure and reduce tobacco use initiation.

In its eight-county service area, the American Lung Association (ALA) has had multiple successes in assisting worksites and schools to become tobacco and nicotine-free. ALA continues to provide Quitline Iowa resources to administrative staff, employees and students in schools and worksites throughout these five counties.

In southwest Iowa, the community partnerships and other community and health care organizations continue to train health care providers on how make fax referrals to Quitline Iowa. These collaborations have reached thousands of high-risk families with cessation messaging and resources that help them quit.

Iowa Dept. of
Public Health

Division of
Tobacco Use
Prevention
and Control

515-281-6225

[http://
www.idph.
state.ia.us/
tobacco/](http://www.idph.state.ia.us/tobacco/)

Helping Services of Northeast Iowa, the partnership serving Allamakee, Delaware, Howard, Fayette, and Winneshiek counties, sent out 'Quit Kits' to more than 50 health care providers significantly increasing Quitline referrals from this very rural area.

In Mills County, all county parks and recreation trails have become tobacco-free. In addition, the Mills County community partnership, like many other partnerships across the state, is supporting both public and private school in its service area as their schools move to become nicotine and tobacco-free.

In Cerro Gordo county, the tobacco community partnership work with the North Iowa Mercy Medical Center and a local substance abuse treatment program to promote cessation and expand the use of Quitline Iowa. At worksites across the county, cessation workshops were held and cessation support groups created.

In Bremer County, members of the Wartburg College Biology Honor Society continue to develop tobacco-free messaging for their campus. In Wartburg students met with and mentored local high school students and educators on how to successfully plan and carry out peer-to-peer tobacco prevention education in a secondary school setting.



TOBACCO

QUITLINE IOWA

1 800 QUIT NOW | 1 800 784 8669

www.QUITLINEIOWA.org